

COFLUXOL

REGD. TRADE MARK

Comprising :

“COFLUXOL”

(REGD. TRADE MARK).

“COFLUX” DIELECTRIC EMULSION

(REGD. TRADE MARK).

“COFLUX” DIELECTRIC UNGUENT

(REGD. TRADE MARK).

*Inflammation
Its danger—and remedy*

COFLUX LTD.

(Successors to Deions Ltd.),

35 Lamb's Conduit Street, London, W.C. 1.

Telegrams : “DEIONISERS, LONDON.”

Telephone : MUSEUM 7164.

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AND

“COFLUX” DIELECTRIC UNGUENT

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These are the only specific remedies in the world for Inflammation and its attendant dangers.

¶ Perfectly harmless preparations, *simple* in application, *certain* in results.

¶ With “COFLUXOL” at hand any unskilled person can deprive pneumonia and other allied disorders of all their terrors in a few hours.

¶ “COFLUXOL” and “COFLUX” are coined and meaningless words, for the reason that protection cannot be obtained in Great Britain for a name that is in any way descriptive. These preparations are *not quack remedies*. They are the result of one of the greatest scientific discoveries ever made, and are used and endorsed by many leading physicians.

“COFLUXOL” is a specially selected and highly refined Paraffin of a certain specific gravity and carefully adjusted viscosity, and is subjected

to a special process in our laboratories which makes it a thoroughly reliable dielectric ; without this process its therapeutic action would be unreliable.

Inflammation In the great majority of diseases the element of danger is presented by *inflammation*. In the Pharmacopœia of the world *no specific remedy for inflammation is given*, and therefore no cure. In pneumonia, for instance, in which the imminent danger arises from inflammation, the only thing the physician has been able to do in the past was to maintain the strength of the patient until the eighth day, when the pneumococci (the hostile bacteria) either poison the patient or themselves. It has been a case of the survival of the fittest, and not infrequently the patient has succumbed!

Why is this so ? It is because one of the effects of inflammation is to open, so to speak, the doors and windows of the tissues in which the bacteria are present and afford them and the toxins they exude access to the circulation. The result is "blood poisoning."

The Remedy The remedy is to shut the doors and windows and so to imprison the bacteria and their toxins in the narrow area in which they are present ; *to prevent them migrating to the circulation* and compel them to poison themselves before they are able to

seriously affect the health of the patient. "Cofluxol" does this in a few hours, sometimes in one hour, by *allaying the inflammation*.

It is not always from bacteria that danger to life arises, but whenever inflammation is present, danger accompanies it. Stay the inflammation, and the danger, in the great majority of cases, disappears.

"COFLUXOL" is not a "cure-all." It cannot replace lost tissue or repair an organic defect. But it *will* cure, or put a stop to, inflammation.

Some other effects of Inflammation There is a process going on in the body called Metabolism.

The cells of which the body is composed are constantly being broken down and built up again by Nature. It would be more correct to say that we are constantly breaking them down by our hard use of the human machine—or they are broken down by disease—and that Nature is always endeavouring to build up new material. She can do this so long as normal conditions prevail, but if any abnormal condition occurs, anywhere in the body, the metabolic process, so far as that part is concerned, is interfered with and *no new material is built up*.

The most usual abnormal condition is *inflammation*.

"COFLUXOL" allays inflammation, restores the *normal condition and so enables Metabolism to go on*.

“COFLUXOL”

REGD. TRADE MARK

Remedies indispensable in
every household

Everyday Complaints

No one can afford to be without the safeguards provided by “Coffluxol.” The word “Cure” is a much-abused one, but if only immediate relief and freedom from danger can be obtained by the use of any harmless curative agent, it should be worth its weight in gold. As such an agent “Coffluxol” has a wide range, and it is invaluable in a great variety of ailments ; ranging from chilblains, cuts, wounds, bruises, sprains, and sore throat, etc., to gout, rheumatoid arthritis, and erysipelas, etc., etc. Age does not affect the question. The infant suffering from inflammation set up by vaccination as well as the octogenarian troubled by rheumatism, neuritis, or gout may derive equal benefit. “COFLUXOL” *can always be relied upon.*

Hydra-headed Inflammation

The great majority of the ills that afflict humanity are inflammatory in character; it is from the *inflammation* that the danger arises. “Coffluxol,” whether administered internally, and/or applied externally, is a specific

remedy for inflammation in any or all of the following complaints :

PNEUMONIA	TONSILLITIS
PLEURO-PNEUMONIA	BRONCHO-PNEUMONIA
BRONCHITIS	PLEURISY
APPENDICITIS	LARYNGITIS
COLITIS	GASTRITIS
HÆMORRHOIDS	CROUP
SCIATICA	CATARRH
NEURITIS	CYSTITIS
GOUT	ERYSIPELAS
BURNS AND SCALDS	SYNOVITIS
SPRAINS	PERICARDITIS
CHILBLAINS	BRUISES
PERITONITIS	WOUNDS

SOME FORMS OF ECZEMA

SOME NERVE TROUBLES

INFLAMMATORY RHEUMATISM .

CATARRHAL DEAFNESS

INFLAMMATION OF THE EYES

INFLAMMATION OF THE SKIN

INFLAMMATION OF THE OPTIC AND
AUDITORY NERVES

The forms of Rheumatism, Neuritis and Sciatica (so-called) which are not inflammatory, also cancer, fibroid tumours and goitre, call for entirely different treatment. It is with *inflammation* and inflammation alone that we profess and are able to deal.

Consumption No single remedy has been found for this scourge of humanity. "Cofluxol," however, will arrest it in its early stages by isolating the hostile bacilli in the tubercle or tubercles already formed, and, in combination with the diet we advise, will materially retard its rapid progress.

Remember The more acute the inflammation the more prompt the result when "Cofluxol" is used.

No danger whatever No mistakes can be made involving danger to the patient. We regulate the quantities and dosage with a view to the economical use of our remedies, but they may be administered or applied with impunity in any doses or quantities.

GENERAL DIRECTIONS AS TO THE TREATMENT.

Pads of plain thick absorbent cotton-wool (**unmedicated**) should be made large enough to completely cover the inflamed areas. Pour sufficient "Cofluxol" or Emulsion into a clean plate to **soak** the pad, and press the cotton-wool into it, carefully moistening all parts **evenly**. Err (if at all) on the side of using a little too much. It is useless to rub "Cofluxol" or "Coflux" Emulsion into inflamed areas. The preparations must be allowed to penetrate of their own accord. In making the pads, stitch the cotton-wool lightly on to some cotton cloth, to keep them in position.

Place the pad (or pads made as directed) so as to cover the inflamed area (cotton-wool side against the skin), then cover with oil silk to protect the clothing. Pads should remain on all night and every night, until all unfavourable symptoms disappear. In severe cases pads can be constantly worn, moistening afresh as required. The same pad should do for about a week if necessary.

Always apply the pad **cold**. Keep the preparation in a **dark place**. Never mix anything whatever with "Cofluxol," or ions may be introduced which may completely nullify its action.

For internal administration "Cofluxol" should be measured in a graduated medicine-glass and taken without admixture.

The dose varies from half a teaspoonful to two ounces, according to complaint (see specified directions) and individual's constitution.

Diet is of extreme importance. Avoid all acid or **alkaline** substances, aperients, and all fruit except bananas, as they tend to nullify the action of "Cofluxol." "Cofluxol" taken internally as directed will keep the bowels in perfect order. Fatty foods, eggs, milk and white meat are to be recommended, while alcoholic stimulants should usually be avoided.

Pneumonia

Use "Cofluxol." Prepare pads (made as directed) for the chest and back like a chest-protector, attaching a collar of the same to fit as high up the neck as

possible. The pads should be worn all night, but may be removed during the day and kept in a dry, clean stoneware plate or bowl, well covered; a dry chest-protector being worn in the interval. In serious cases, however, the pads should be worn continuously and replaced by fresh ones every day or two.

Administer 1 tablespoonful every hour for 4 hours. Within that time the patient should be out of danger. Pad to remain until cured, with careful re-moistening as required.

It is advisable to continue the internal administration (1 teaspoonful every 4 hours) until the patient is cured.

Pleurisy and Use the "Coflux" **Emul-**
Pleuro-Pneumonia **sion** externally, with pads
(made as directed) over the
affected areas as in pneumonia.

A teaspoonful or two of "Cofluxol" should be taken first thing every morning on an empty stomach, and again from time to time whenever the cough is troublesome, say every 2 hours if necessary. (A general direction is to "stop the cough.")

Coughs "COFLUXOL" will be
found an excellent remedy
for distressing coughs. Dose : Half to one tea-
spoonful whenever there is any inclination to
cough.

In severe cases a saturated pad (made as directed) should be worn over chest (to be replaced by a dry pad when inconvenient) until cured.

Bronchitis, Laryngitis, Croup and Tonsillitis Use "Cofluxol" or "Coflux" Unguent externally. Apply pads of either (made as directed), and administer internal doses of "Cofluxol," 2 or 3 teaspoonfuls every 30 minutes for 2 hours, then every 2 hours until cured.

Appendicitis In simple acute appendicitis, where there is no perforation, gangrene or abscess formation, the application of "Cofluxol" (preferably iced) over the appendix will rapidly remove all signs of inflammation, and 2 ounces should be administered by the mouth at once and repeated 12 hours later.

If complications are present, the prompt application of "Cofluxol" externally will place the patient in a more favourable condition for subsequent operation measures, and will prevent further spread of the inflammation.

Gastritis and Colitis Use "Cofluxol." Administer 2 ounces internally. Place a pad (made as directed) over the area involved, completely covering it. Let the pad remain until the inflammation has totally subsided.

In colitis it is important to give a tablespoonful night and morning on an empty stomach till patient has recovered.

Sciatica, Synovitis, Rheumatoid Arthritis and Neuritis, if due to Inflammation of nerve sheaths. Use the "Cofflux" **Emulsion** externally. Apply pads (made as directed) at night. Administer a tablespoonful of "Coffluxol" internally daily on an empty stomach, or enough to keep the bowels well regulated.

Pericarditis Use "Coffluxol." If there is effusion use the "Cofflux" Emulsion instead. Place a pad (made as directed) over the heart until symptoms disappear.

Scalds and Burns Use "Coffluxol" or "Cofflux" Unguent. Let the lymph out of the scald or heat blisters, and place a pad (made as directed) over the burn. The pain will cease instantly.

Bleeding and Inflamed Piles Use "Coffluxol" or "Cofflux" Unguent externally. Administer 2 ounces of "Coffluxol" internally on an empty stomach. Place a pad (made as directed) over the piles at night.

Constipation "COFLUXOL" has been proved invaluable for Constipation—and is highly recommended by the medical profession for this complaint, which is the root-cause of many disorders. It is absolutely tasteless, and regular administration

assists nature to overcome this malady in a perfectly harmless manner, as it is not absorbed into the system, but loosens the waste products of the body—and gives relief without purging or strain.

Dose :—A tablespoonful administered daily on an empty stomach.

Chilblains Apply “ Cofluxol ” or
 “ Coflux ” Unguent and
cover with cotton-wool or lint as instructed.

*Chapped Hands and
to prevent Roughness
of Skin after Shaving* Wash in warm water,
 rub small quantity of
 “ Coflux ” Unguent into
 skin, and rinse afterwards
in fairly warm water.

*Cuts, Sprains
and Bruises* Apply “ Cofluxol ” or
 “ Coflux ” Unguent and
cover with cotton-wool or
lint as instructed.

To Parents

Acquire the “Cofluxol” habit.

*It will be good for you and your
children.*

The “COFLUX” Remedies
are Three in number, *i.e.* :—

“COFLUXOL”

(REGD. TRADE MARK)

*for Internal Administration
and External Application*

Bottles $\frac{1}{2}$ -pt. 3/6	1-pt. 6/6	1-qt. 12/6
Jars		1-gall. 45/-

“COFLUX” DIELECTRIC EMULSION

(REGD. TRADE MARK)

for External Application only

1 size only	5/- per bottle
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“COFLUX” DIELECTRIC UNGUENT

(REGD. TRADE MARK)

for External Application only

1 size only	3/- per jar
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Postage or Carriage Extra.

These preparations will retain their efficacy indefinitely if kept according to instructions, *i.e.*, must be stored in a cool, dark place, free from contamination with other chemicals, perfumes, etc.

For Woman's Crowning Glory

RAS-WAK

REGD. TRADE MARK

A super-excellent dressing for the Hair, containing the quintessence of Mineral Oil combined with rich and costly distillations, the blending of which is a *coup de maître*, rendering it inimitable and supreme.

A few drops rubbed with the finger-tips on the scalp daily will NOURISH the hair and give it brilliance, strength, and beauty.

It will undoubtedly arrest dandruff and keep the scalp clean and sweet.

It arrests the hair from turning rapidly grey.

Men and Children also use it.

PRICES:—

4/- 7/6 (double) 12/6 (quadruple).

Sold by all Chemists, Stores, etc.

PREPARED ONLY BY :—

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